

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Yingwei Claire Cui et al. Art Unit : 3622
Serial No. : 10/649,585 Examiner : Arthur D. Duran
Filed : August 27, 2003 Conf. No. : 4994
Title : CONTENT-TARGETED ADVERTISING USING COLLECTED USER
BEHAVIOR DATA

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT

Prior to examination, please amend the application as indicated on the following pages.

Amendments to the Claims are reflected in the listing of claims which begins on page 3
of this paper.

Remarks begin at page 14 of this paper.